

GLOBAL-SPIN: Transnational Entrepreneurship and Corporate Learning: Fostering Effective Internationalization Strategies in Academic Spin-Offs

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NATIONAL WORKSHOP GUIDELINES AND FINAL RESULTS OVERVIEW

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Introduction

The purpose of this document is, first, to provide the Project Partners with an outline that will help them prepare both the National Workshops and the report following the event. Second, it will serve as an overview of the results reached by all National Workshops celebrated by Partners.

Six Global-Spin National Workshops have to **be organised** in all countries represented in the consortium (**Spain, Greece, Portugal, the United Kingdom, Finland, and Italy**). **Partners in the same country coordinate efforts for this workshop.**

These workshops have to count on **at least 180 participants—minimum 30 each country—**with the background of **Spin-off and Start-up managers, University Entrepreneurs and the Entrepreneurial Academic Community, SME Managers and Employees, and HR Professionals.**

The Workshops allow for both the presentation of the Global-Spin Project as well as those results which are most interesting for users. In addition, these events should work towards creating a community around the Project and **ensuring its sustainability and exploitation** in the future.

Purpose of the Multiplier Event

The main objective of the national workshop is to **disseminate the project results and maximize their impact on the project target groups.** At the same time, these workshops are also focused on Project exploitation as Partners will carry out an **“in house training” of the participants in the project material and tools** (the handbook and the corporate learning tool) in order they can adopt them in their organizations.

Target Groups

The target groups of the National Workshop include:

The Direct Target Group: **Academic Spin-off and Start-up Managers** (including professionals, researchers, graduates, etc. working in these organisations). This group will make up the majority of participants in the National Workshops, representing 105 of the total participants (**minimum 15 per country**).

The Indirect Target Groups:

- **Entrepreneurial Academic Community** (researchers, professors, and students), representing 35 of the total participants (**minimum 5 per country**).
- **Managers and Employees in SMEs** (including entrepreneurs working in different areas), representing 20 of the total participants (**minimum 3 per country**)

- **Key-acts in Human Resource Management and Employment Areas**, representing 20 of the total participants (minimum **3 per country**).

Due to the specifications made in the application process, it is essential that the Partners are able to identify the target groups that participants belong to.

Period of Activities

October 2018 – March 2019

Before the Workshops

As the event take place across six different countries and include a minimum of **30 participants per country**, the preparation for the Workshops requires the development of various tasks.

With these guidelines, which were developed in October 2018, **FGUGREM**, the responsible entity for this work package, is proposing an outline for the sessions in order to ensure a similar reproduction structure in all Partner countries. **All Partners are responsible** for inviting target groups to participate in and for **organising the National Workshops** in their respective countries. Partners in the same country coordinate efforts for this workshop. The coordination is necessary to ensure that all National Workshops are successful at addressing the proper target groups.

Tasks to Consider:

- Preparation of the Workshop Agenda
- Creation and advertising of promotional materials such as: email, leaflet distribution, Facebook/Twitter posts, etc.
- Direct recruitment with target groups (end-users, beneficiaries, stakeholders, etc.)
- Arrangement of all practical issues such as: the venue, organisational issues, etc.
- Preparation of the attendance list and dissemination materials.

During the Workshops

The workshops must be divided into two different **interactive sessions**. The **first session** is dedicated to the dissemination of the main project results, including: the handbook of transnational entrepreneurship skills and effective internationalisation strategies for spin-offs and start-ups, and the corporate learning tool. The **second session** is used to train interested participants in the use of the online tool. This session is not meant to be a pilot, but an

explanation in real time of how the tool works. It is **essential to engage participants to receive feedback** about the tool and the event itself. The organisation of these sessions can be planned during one morning or afternoon in addition to being split into sessions carried out over two days.

It is important that Partners collect the following evidence during the events:

- Attendance list of participants (see Annex 1)
- Photos of the Workshop—please ensure participant permission before taking photographs (we suggest using a disclaimer such as that provided on the attendance list)
- Reactions of the Project's results and the Workshop.

After the Workshops

Once the National Workshops have been completed, the dissemination evidence should be processed and sent to the Work package coordinator. In addition to the previously mentioned evidence, Partners should also include a National Report for the event (see outline Annex 2).

Partners are asked to review the reporting template (Annex 2) before carrying out the National Workshops to ensure of being aware of the requirements previous to the event.

Final Results Overview

As foreseen in the Project proposal, and as planned in these Guidelines, all Partners have organised the National Workshops in their respective countries:

Country	Partners	Date
Spain	FGUGREM	13 November 2018
United Kingdom	Inova	14 and 19 November 2018
Greece	CCS and University of Patras	21 December 2018
Finland	VAMK	31 January & 20 February 2019
Portugal	Advancis	11 February 2019
Italy	Promimpresa	25 March 2019

As stated in their respective reports, all partners developed targeted campaigns to ensure gathering enough and appropriate participants. Some of them used their usual stakeholders and networks to directly contact and recruit them, but, most of partners, also benefited from other key stakeholders' networks and partners. Most partners organised or co-organised the events in collaboration with other entities, such as start-ups (Vamk), Universities (Advancis and UoPatras&CCS), EU multipliers identified in 2.5 (FGUGREM) or reputed facilitators (Inova).

As agreed during the meeting in Porto, partners had the option to celebrate the NW in two separate events with the aim to focus on different groups and reaching the different profiles established in target. This option was chosen by Vamk and Inova.

All partners presented the reports and evidences, mainly photos and signature sheets. Also, some partners sent screenshots of dissemination actions performed before or later the events through their website and social media.

As can be seen in the following chart, the **total number of participants** was considerably **higher (212)** than the goal (180). The classification of participants by target groups as established in the proposal shows that there are some gaps between the target and reached numbers by category. **The reason behind those differences, as manifested by partners, is that most participants could be classified in one, two, or even three, different categories.**

For instance, there are many university teachers that are also participating as promoter, sponsor or coach in Spin-Offs, but have been classified by partners in the first category since only one can be chosen. You can also find people who work in the Human Resource area in a SME and are also participating in a University's research group, so they actually belong to 3 different categories.

However, the total target number was reached and exceeded and all participants were belonging to our target groups: Spin-Offs, Start-Ups, SME and entrepreneurs in general, academic community and HR responsables.

	Target Groups	Minimum expected in total	Number of participants per country:					TOTAL reached numbers	
			Spain	UK	Greece	Finland	Portugal		Italy
Primary Target Groups	Academic Spin-off and Start-up Managers and Entrepreneurial Academic Community	140	20	34	31	26	36	17	164
Secondary Target Groups	Managers and Employees in SMEs and Key-actors in Human Resource Management & Employment Areas	40	12	7	12	0	4	13	48
	Total	180	32	41	43	26	40	30	212

Target Groups	Minimum expected in total	Number of participants per country:						TOTAL reached numbers
		Spain	UK	Greece	Finland	Portugal	Italy	
Academic Spin-off and Start-up Managers (including professionals, researchers, graduates, etc. working in these organisations)	105	20	6	12	0	3	13	54
Entrepreneurial Academic Community (researchers, professors, and students) <i>Note: some of them could also been included in the first category since they are also Spin-Offs sponsors</i>	35	0	28	19	26	33	4	110
Managers and Employees in SMEs (including entrepreneurs working in different areas)	20	9	6	10	0	3	9	37
Key-actors in Human Resource Management & Employment Areas	20	3	1	2	0	1	4	11
Total	180	32	41	43	26	40	30	212

Annexes

Annexes to Guidelines

D2.8_Annex 1_Guidelines_Agenda

D2.8_Annex 2_Guidelines_Invitation

D2.8_Annex 3_Guidelines_Presentation

D2.8_Annex 4_Guidelines_Registry

D2.8_Annex 5_Guidelines_Reporting template

Annexes to Results

These Annexes includes by each partner country the Results' Report and the Evidences (Photos, Signature Sheets, Agenda and Presentations)

D2.8_Annex 6_Results_NW Spain

D2.8_Annex 6_Results_NW United Kingdom

D2.8_Annex 6_Results_NW Portugal

D2.8_Annex 6_Results_NW Finland

D2.8_Annex 6_Results_NW Greece

D2.8_Annex 6_Results_NW Italy



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